

REPORT TO COUNCIL

REPORT OF: STRATEGIC DIRECTOR

REPORT NO: SD19

DATE: 3 MARCH 2008

TITLE:	CORPORATE PLAN 2008/11
FORWARD PLAN ITEM:	YES
DATE WHEN FIRST APPEARED IN FORWARD PLAN:	1 December 2007
KEY DECISION OR POLICY FRAMEWORK PROPOSAL:	POLICY FRAMEWORK PROPOSAL

COUNCIL AIMS/ PORTFOLIO HOLDER NAME AND DESIGNATION:	COUNCILLOR LINDA NEAL, LEADER OF THE COUNCIL	
CORPORATE PRIORITY:	All	
CRIME AND DISORDER IMPLICATIONS:	None	
FREEDOM OF INFORMATION ACT IMPLICATIONS:	This report is publicly available via the Local Democracy link on the Council's website: www.southkesteven.gov.uk	
INITIAL EQUALITY IMPACT ASSESSMENT	Carried out and appended to report. (Attached)	Full impact assessment required? NO
BACKGROUND PAPERS:	Annual review of priorities CEX378.	

1. INTRODUCTION

- 1.1 The purpose of this report is to seek approval for the production of the council's new corporate plan 2008-2011. A printed version is available in the members' lounge and the communications office. An electronic version is available by contacting the communication team on (01476) 406020. The document builds on the previous plan but is updated and refreshed taking into account the review of priorities undertaken last year.
- 1.2 This plan is the council's overarching strategy document setting out our vision, our values and our priority plans for the next 3 years.

2. **RECOMMENDATION**

- 2.1 That Council approves the publication of the 3 year plan and agrees to delegate the Leader to sign off any minor amendments which may arise following this meeting.

3. **PURPOSE OF THE 3 YEAR PLAN**

- 3.1 This document has normally been referred to as the "Corporate Plan" however it is recommended that its title is changed to "South Kesteven's 3 Year Plan".
- 3.2 The document itself and its vision and supporting plans cannot be delivered without the contribution of members, staff, partners and our customers. Many think that a "corporate" document is only for use by those at the centre of the organisation. Nothing could be further from the truth. Whilst the document is driven in part and authored by the corporate centre it is only through it being readily accessible and understood by all that we will deliver the improvements for the community we seek.

4. **CONSULTATION**

- 4.1 The proposals within the document have been shared with our local strategic partners and the results of the consultation have and will be used as appropriate.
- 4.2 There is a significant amount of close working already between ourselves and partners. The priority in respect of recycling is a good example of how we make a significant contribution to the delivery of the County Council's waste strategy.
- 4.3 The review of priorities last year referred to the results of our annual customer consultation exercise which helped inform the decisions.

5. **LISTENING**

- 5.1 As part of the review we have listened to comments and feedback on our previous plan specifically in respect of the vision, values, ambitions and priorities. Our research indicated that these were not as easily understood and some confusion existed between how individuals related to the ambitions and priorities.
- 5.2 Taking this into account the proposed plan simplifies and shortens these statements and removes the reference to ambitions. The document now refers to:-

Our vision - "To provide brilliant services to our customers"

Our values

- "Listening" – Taking your views into account and demonstrating a real passion for customer service.

- “Learning” - Being open and honest, and learning from things that go well and do not go so well.
- “Delivering” – Innovating and making a difference.

5.3 The recent staff/member workshop sessions had an exercise that covered these proposed changes and the need for all to contribute. The outcome of the event was that 85% of those attending both supported the vision and priorities, and could make a real contribution to them. This is an excellent platform on which to progress.

6. **PREPARATION**

6.1 A small group of officers and members assisted in the production of the original draft and this has formed the basis on which the communications team have worked. They have taken it from original concepts, story boarding through to final design concepts using a local external graphic designer.

7. **DESIGN BRIEF**

7.1 The original brief given for the production of the plan was as follows.

- Objective:

To produce a document that is primarily easily accessible for all our audiences and secondary fulfils our statutory duty.

- Audiences:

Primary: residents, officers, councillors, partners and statutory bodies
Secondly: media and other local authorities

- Tone:

Conversational yet informative and not overly formal. Whilst retaining the factual content, copy and information provided by the various teams should be edited to provide a consistent tone of voice for the whole document. In line with the new corporate posters photographs of our own team and area should be used.

- Content:

The corporate plan is a framework for our actions over the next three years. It is important to engage people quickly with the key facts within the first few pages. The communications team recommended that the report is written in two distinct parts:

Part 1: An overview of all the key objectives, priorities, facts and figures to paint a ‘big picture’ of the overall plan that is easily digestible and provides the whole story whilst not going into too much detail. Each element of this section will be colour coded for ease of use.

Part 2: A detailed, in-depth account of each of the sections included in part one which provides all the additional supporting information.

Further detailed supporting information be included in appendices. This second part will be included as an attached CD.

The document to cover:-

- A description of the district
- Our vision – where we are going
- Our values – what's important to us
- Our priorities – what they are and why they are important
- How will we achieve it
- How we will pay for it
- How well we are doing
- Who makes it all happen
- How you get involved
- All statutory inclusions

8. AVAILABILITY AND COSTS

- 8.1 Subject to approval the document will be available by the end of March and will be included on the web and the intranet. Production costs are around £3k for printing and £2k for graphics with all other work for the 3 year plan being done internally.

9. COMMENTS OF SECTION 151 OFFICER

- 9.1 The Corporate Plan is the council's overarching strategy document, identifying the council's Short and Medium term plans, based on the council's approved vision and priorities. It is a key document to inform resource allocation decisions, as outlined in the council's Medium Term Financial Strategy (MTFS).
- 9.2 The Corporate Plan once approved will form part of the council's budgetary and policy framework. As a result, the Corporate Plan together with other corporate strategies and plans, such as the MTFS and the Asset Management Plan will drive resource allocation decisions in the future, to ensure the effective use of resources in line with council priorities.

10. COMMENTS OF MONITORING OFFICER

- 10.1 There is no specified form for a Corporate Plan. It does however need to guide the many requirements detailed in this report. It is an essential document which must be updated every time the Council's vision and/or priorities change.
- 10.2 The last Corporate Plan was approved by Council at its meeting on the 26 October 2006. The plan was approved for the period 2006 to 2009. This new version updates the existing plan with the Council's vision and priorities in a similar format to the previous plan.
- 10.3 The requirements relating to the content of the best value performance plan were revoked by statutory instrument in 2003. There is no legal requirement for a document in this form, however, it is essential that such an overarching document is published to inform all of the matters contained in the report.

11. **CONTACT OFFICER**

11.1 Ian Yates, Strategic Director

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18 February 2008